ESTTA Tracking number:

ESTTA652662 01/28/2015

Filing date:

# IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

# **Notice of Opposition**

Notice is hereby given that the following party opposes registration of the indicated application.

# **Opposer Information**

Name	Lyft, Inc.
Granted to Date of previous extension	01/28/2015
Address	548 Market Street #68514 San Francisco, CA 94104 UNITED STATES

Attorney informa-	Holly Pranger
tion	Pranger Law Group
	88 Guy PlaceSuite 405
	San Francisco, CA 94105
	UNITED STATES
	hpranger@prangerlaw.com, trademark@prangerlaw.com,
	jnorberg@prangerlaw.com

# **Applicant Information**

Application No	86269713	Publication date	09/30/2014
Opposition Filing Date	01/28/2015	Opposition Peri- od Ends	01/28/2015
Applicant	Dabble Apps, LLC 250 Lansing Island Drive Indian Harbour Beach, FL 32937 UNITED STATES		

# Goods/Services Affected by Opposition

Class 039. First Use: 2014/04/10 First Use In Commerce: 2014/04/10
All goods and services in the class are opposed, namely: Air transportation

# **Grounds for Opposition**

Priority and likelihood of confusion	Trademark Act section 2(d)
	* *

# Marks Cited by Opposer as Basis for Opposition

U.S. Application No.	85743120	Application Date	10/01/2012
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	LYFT		

Design Mark	LYFT		
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2012/05/30 First Use In Commerce: 2012/05/30		
	Computer software for coordinating transportation services, namely, software for electronic message alerts featuring leads, optimal matches, and matching postsfor services, scheduling, namely, connecting transportation providers with individuals and groups needing rides, the arrangement and booking of transportation, the sending and receiving of electronic messages, engaging in social networking and creating profiles		
	Class 038. First use: First Use: 2012/05/30 First Use In Commerce: 2012/05/30		
	Telecommunications services, namely, routing calls, messages, and push- notifications to transportation providers and riders		
U.S. Application	86183891 Application Date 02/04/2014		

No.	86183891	Application Date	02/04/2014
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	LYFT		
Design Mark	<b>1</b>	YFT	<b>-</b>
Description of Mark	NONE		
Goods/Services	Class 039. First use: First Use Transportation of passengers gersby vehicle through a netw	by motorized vehicle	; Transportation of passen-

U.S. Application No.	86183906	Application Date	02/04/2014
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	LYFT		

Design Mark	
Description of Mark	The mark consists of the word "lyft" inlower case letters.
Goods/Services	Class 009. First use: First Use: 2012/05/30 First Use In Commerce: 2012/05/30 Computer software for coordinating transportation services, namely, software for electronic message alerts featuring leads, optimal matches, and matching postsfor services, scheduling, namely, connecting transportation providers with individuals and groups needing rides, the arrangement and booking of transportation, electronic messages, social networking services and profiles Class 038. First use: First Use: 2012/05/30 First Use In Commerce: 2012/05/30 Telecommunications services, namely, routing calls, messages, and pushnotifications to transportation providers and riders Class 039. First use: First Use: 2012/05/30 First Use In Commerce: 2012/05/30 Transportation of passengers by motorized vehicle; Transportation of passengersby vehicle through a network of transportation providers

U.S. Application No.	86183253	Application Date	02/03/2014
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	LYFT		

Design Mark	
Description of Mark	The mark consists of the word "lyft" inlower case letters.
Goods/Services	Class 035. First use: First Use: 0 First Use In Commerce: 0 Business services, namely, providing anonline network for contractors to receive leads and opportunities by means of an online marketplace for the purpose of developing business in the transportation industry; Providing a website featuring an online marketplace for exchanging services with other users; online retail store services featuring clothing, footwear, headware, jewelry, accessories, toys, pillows, games, paper products, pencils, pens, stickers, cards, notebooks, wrapping paper, stationary, vehicle accessories, all of the foregoing retail services excluding work clothing, work footwear, protective garments, safety garments, and accessories of the kind sold at online do-it-yourself stores, online construction equipment and supply stores, online industrial work wear stores, and online industrial work wear departments

U.S. Application No.	86183222	Application Date	02/03/2014
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	LYFT		
Design Mark	L	YFT	<b>-</b>
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 0 First Use In Commerce: 0 Business services, namely, providing anonline network for contractors to receive leads and opportunities by means of an online marketplace for the purpose of		

developing business in the transportation industry; Providing a website featuring an online marketplace for exchanging services with other users; online retail store services featuring clothing, footwear, headware, jewelry, accessories, toys, pillows, games, paper products, pencils, pens, stickers, cards, notebooks, wrapping paper, stationary, vehicle accessories, all of the foregoing retail services excluding work clothing, work footwear, protective garments, safety garments, and accessories of the kind sold at online do-it-yourself stores, online construction equipment and supply stores, online industrial work wear stores, and online industrial work wear departments

U.S. Application No.	86183251	Application Date	02/03/2014
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	LYFT		
Design Mark			
Description of Mark	The mark consists of the word	d "lyft" inlower case le	etters.
Goods/Services	Class 016. First use: First Use		
	Artists' pastels; Artists' pencils and craft clay kits; Atlases; Au ers; Birthday books; Blackboa als; Blank note cards; Blank p marks; Bubble pens; Bumper	bels; Address plates thesives for stationer stencils; Albums for a ment, decor, history, ent books; Art and ples; Art prints; Art prints; Artists' pens; Artists tograph books; Ballpard erasers; Blackbook apper notebooks; Blackbook and passbook Coasters of paper; Cory, people, places, faspondence cards; Desift boxes; Gift wrapping Ink pens; Money cliptens tencils.	; Address stamps; Adhesive y or household purposes; rt, stickers, and scrapbook people, places, fashion; Annotographportfolio cases; Art ats on canvas; Artists' brushes; s' watercolor saucers; Arts oint pens; Binder clips; Bindards; Blank cards; Blank journank writing journals; Book and diaries; Cardboard boxes; is bearing universal greetings; wallets; Checkbook covers; Coffee table books featuring ashion; Colorpencils; Color cals; Framed artpictures; ing paper; Greetings cards os; Mounted and unmounted

pads; Paper bags; Postcards; Posters; Presentation folders; Printed calendars; Prints; Push pins; Rubber stamps; Scrapbookalbums; Scrapbook pages; Sealing stamps; Stationery; Stationery boxes; Stencilsfor decorating; Stickers; Temporary tattoos; Tissue paper

Class 025. First use: First Use: 0 First Use In Commerce: 0

Clothing, namely shirts, T-shirts, sweatshirts, sweaters, tops, pants, shorts, skirts, dresses, shrugs, blazers, suits; outerwear, namely, wind jackets, hoodedsweatshirts, outer jackets, top coats, and overcoats; jackets, vests, coats, neckwear, ties, scarves; sportswear, namely, sport coats, track suits, yoga pants, lounge pants, fleece pants, sports jackets, shorts, tank tops, and athletic shoes; sweatbands, wristbands, rainwear, skiwear, surf wear, swim wear, underwear, under garments, lingerie, hosiery, belts, gloves, suspenders, pajamas, robes, slippers, socks, pocket squares; children's clothing, namely, shirts, T-shirts, sweatshirts, sweaters, tops, pants, shorts, skirts, dresses, outer wear namely wind jackets, outer jackets, top coats, andovercoats; jackets, vests, coats; sportswear, namely track suits, fleece pants, shorts tank tops, and athletic shoes; rainwear, skiwear, surf wear, swim wear, underwear, under garments, belts, gloves, suspenders, pajamas, robes, slippers, socks, pocket squares; baby bibs not of paper, cloth bibs, plastic baby bibs, infant wear; Footwear; Headwear, namely, hats, caps, and hoods; all of the foregoing excluding work clothing, work footwear, protective garments, and safety garments, and all of the foregoing not to be sold at do-it-yourself stores, construction equipment and supply stores, industrial work wear stores, and industrial work wear departments Class 028. First use: First Use: 0 First Use In Commerce: 0

Toys, namely plush toys, stuffed toys, action figures and accessories therefor,molded toy figures, play figures, ballsfor games, balls for sports, beach balls, play balls, stress relief exercise balls and toys, bath toys, bendable toys, dolls, doll clothing, bobble head dolls,dice, infant toys, inflatable toys, kites, manipulative games, manipulative puzzles, toy vehicles, mechanical toys, wind-up toys, party favors in the nature ofsmall toys, pet toys, water toys, yo-yos; gaming equipment, namely, bags specially adapted for video game consoles and video game consoles, handheld game consoles, computer game consoles for use withan external display screen or monitor, face plates for video game consoles for use with external monitors, and protective covers and fitted plastic films knownas skins, both for covering and protecting electronic gaming apparatus, namely, video game consoles and hand-held videogame units; sports equipment, namely, bags and cases specially adapted for sports equipment

U.S. Application No.	86183210	Application Date	02/03/2014
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	LYFT		
Design Mark	L	YFT	
Description of Mark	NONE		

Goods/Services

Class 016. First use: First Use: 0 First Use In Commerce: 0

Art made of paper; 3D decals for use onany surface; Address books; Address books and diaries; Address labels; Address plates; Address stamps; Adhesive labels: Adhesive notepads: Adhesives for stationery or household purposes: Agendas; Airbrush make-up stencils; Albums for art, stickers, and scrapbook items in the fields of entertainment, decor, history, people, places, fashion; Announcement cards; Appointment books; Art and photographportfolio cases; Art etchings; Art paper; Art pictures; Art prints; Art prints on canvas; Artists' brushes; Artists' pastels; Artists' pencils; Artists' pens; Artists' watercolor saucers; Arts and craft clay kits; Atlases; Autograph books; Ballpoint pens; Binder clips; Binders; Birthday books; Blackboard erasers; Blackboards; Blank cards; Blank journals; Blank note cards; Blank paper notebooks; Blank writing journals; Book marks; Bubble pens; Bumper stickers; Calendars and diaries; Cardboard boxes; Cardboard containers; Cardboard hang tags; Cards bearing universal greetings; Chalk and chalkboards; Checkbook and passbook wallets; Checkbook covers; Christmas cards; Clip boards; Coasters of paper; Coffee table books featuring art, entertainment, decor, history, people, places, fashion; Colorpencils; Color prints; Coloring books; Correspondence cards; Decals; Framed artpictures; Framed art prints; Gift bags; Gift boxes; Gift wrapping paper; Greetings cards and postcards; Holiday cards; Ink pens; Money clips; Mounted and unmounted photographs; Mounted posters; Note paper; Notebook paper; Notebooks; Notepads; Paper bags; Postcards; Posters; Presentation folders; Printed calendars; Prints; Push pins; Rubber stamps; Scrapbookalbums; Scrapbook pages; Sealing stamps; Stationery; Stationery boxes; Stencilsfor decorating; Stickers; Temporary tattoos: Tissue paper

Class 025. First use: First Use: 0 First Use In Commerce: 0

Clothing, namely shirts, T-shirts, sweatshirts, sweaters, tops, pants, shorts, skirts, dresses, shrugs, blazers, suits; outerwear, namely, wind jackets, hoodedsweatshirts, outer jackets, top coats, and overcoats; jackets, vests, coats, neckwear, ties, scarves; sportswear, namely, sport coats, track suits, yoga pants, lounge pants, fleece pants, sports jackets, shorts, tank tops, and athletic shoes; sweatbands, wristbands, rainwear, skiwear, surf wear, swim wear, underwear, under garments, lingerie, hosiery, belts, gloves, suspenders, pajamas, robes, slippers, socks, pocket squares; children's clothing, namely, shirts, T-shirts, sweatshirts, sweaters, tops, pants, shorts, skirts, dresses, outer wear namely wind jackets, outer jackets, top coats, andovercoats; jackets, vests, coats; sportswear, namely track suits, fleece pants, shorts tank tops, and athletic shoes; rainwear, skiwear, surf wear, swim wear, underwear, under garments, belts, gloves, suspenders, pajamas, robes, slippers, socks, pocket squares; baby bibs not of paper, cloth bibs, plastic baby bibs, infant wear; Footwear; Headwear, namely, hats, caps, and hoods; all of the foregoing excluding work clothing, work footwear, protective garments, and safety garments, and all of the foregoing not to be sold at do-it-yourself stores, construction equipment and supply stores, industrial work wear stores, and industrial work wear departments

Class 028. First use: First Use: 0 First Use In Commerce: 0

Toys, namely plush toys, stuffed toys, action figures and accessories therefor, molded toy figures, play figures, ballsfor games, balls for sports, beach balls, play balls, stress relief exercise balls and toys, bath toys, bendable toys, dolls, doll clothing, bobble head dolls, dice, infant toys, inflatable toys, kites, manipulative games, manipulative puzzles, toy vehicles, mechanical toys, wind-up toys, party favors in the nature ofsmall toys, pet toys, water toys, yo-yos; gaming equipment, namely, bags specially adapted for video game consoles and video game consoles, handheld game consoles, computer game consoles for use withan external display screen or monitor, face plates for video game consoles for use with external monitors, and protective covers and fitted plastic films knownas skins, both for covering and protecting electronic gaming apparatus, namely, video game consoles and hand-held videogame units; sports equipment, namely, bags and cases specially adapted for sports equipment

Attachments	85743120#TMSN.png( bytes )
	86183891#TMSN.png( bytes )
	86183906#TMSN.png( bytes )
	86183253#TMSN.png( bytes )
	86183222#TMSN.png( bytes )
	86183251#TMSN.png( bytes )
	86183210#TMSN.png( bytes )
	AirLyft Oppo.pdf(3481399 bytes )

# **Certificate of Service**

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Holly Pranger/
Name	Holly Pranger
Date	01/28/2015

# IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

For the Mark AIRLYFT Published on September 30, 2014	
	]
LYFT, INC.,	
Opposer,	
v.	Opposition No.
DABBLE APPS, LLC,	
Applicant.	

In the matter of Application Serial No. 86/269,713

#### **NOTICE OF OPPOSITION**

Lyft, Inc. ("Opposer"), located at 548 Market Street #68514, San Francisco, CA 94104, a corporation organized and existing under the laws of the state of Delaware, believes that it will be damaged by the issuance of a registration for the mark AIRLYFT and design (the "AIRLYFT Mark"), as applied for in Application Serial No. 86/269,713 (the "Application") owned by Dabble Apps, LLC ("Applicant"). As grounds therefore, it is alleged that:

1. Lyft is the latest evolution in real-time, mobile based ride sharing. With 80% of car seats on the road being empty, Lyft designed a platform to provide people with a friendly, safe, and affordable transportation option that matches those who need rides with people who have cars. Lyft launched its real-time ride sharing platform in 2012, and has offered its services under the LYFT trademark (the "LYFT Mark") since at least that date.

Applicant : Dabble Apps, LLC Serial No. : 86/269.713

Published: September 30, 2014

Mark : AIRLYFT

- 2. Through Lyft's ride sharing platform passengers themselves connect with fellow community members who are willing to provide passengers with a transportation alternative that is safe and sustainable. The platform allows drivers to fill their car seats, using their cars more efficiently, while allowing those who want a ride to safely get to their destination. The process reduces congestion, transportation costs, and carbon emissions. When Lyft initially launched, passengers who used Lyft's mobile platform to connect with drivers were not required to pay any fee to the driver, but were instead requested to provide the driver with a voluntary donation based on the time and distance of the trip, and the service received. Lyft's ride sharing platform described above, and Lyft's other services described in this Notice of Opposition and Lyft's trademark applications, are hereinafter referred to as the "Lyft Services."
- 3. Lyft has grown rapidly, and currently provides its services in over 60 U.S. cities, including but not limited to Albuquerque, Ann Arbor, Atlanta, Austin, Bakersfield, Baltimore, Boston, Charlotte, Chicago, Cincinnati, Cleveland, Colorado Springs, Corpus Christi, Dallas, Denver, Detroit, Fresno, Honolulu, Indianapolis, Inland Empire, Jacksonville, Lexington, Lincoln, Los Angeles, Louisville, Madison, Memphis, Miami, Milwaukee, Minneapolis-St. Paul, Modesto, Napa and Sonoma Counties, Nashville, New Haven and Fairfield County, New Jersey, New York City, Oklahoma City, Omaha, Orange County, Orlando, Phoenix, Pittsburgh, Providence, Raleigh-Durham, Sacramento, Salt Lake City, San Antonio, San Diego, Santa Barbara, San Francisco, Seattle, Silicon Valley, Spokane, Stockton, Tampa, Toledo, Tucson, Tulsa, Virginia Beach, and Washington D.C.
- 4. Lyft's Services have been the subject of numerous national and local press articles, including Wired, Bloomberg West, Mashable, CNET, USA Today, Fox Business, the Los Angeles Times, the Today Show, Ad Age and The Economist.

Applicant : Dabble Apps, LLC Serial No. : 86/269,713

Published: September 30, 2014

Mark : AIRLYFT

Page: 3

5. As a result of Lyft's use of the LYFT Mark, its widespread success, and the resultant media coverage, Lyft owns commonlaw rights to its LYFT Mark.

6. Lyft has applied for seven trademark registrations with the United States Patent and Trademark Office ("USPTO") for the mark LYFT and designs that incorporate LYFT:

	Lyfi	NC.'S LYFT TRADEMARKS	
MARK	APP.#	GOODS/SERVICES	STATUS
LYFT	85/743,120	IC 9: Computer software for coordinating transportation services, namely, software for electronic message alerts featuring leads, optimal matches, and matching posts for services, scheduling, namely, connecting transportation providers with individuals and groups needing rides, the arrangement and booking of transportation, the sending and receiving of electronic messages, engaging in social networking and creating profiles.  IC 38: Telecommunications services, namely, routing calls, messages, and pushnotifications to transportation providers and riders.	Published
LYFT	86/183,891	IC 39: Transportation of passengers by motorized vehicle; Transportation of passengers by vehicle through a network of transportation providers.	Published
LYFT (Stylized)	86/183,906	IC 9: Computer software for coordinating transportation services, namely, software for electronic message alerts featuring leads, optimal matches, and matching posts for services, scheduling, namely, connecting transportation providers with individuals and groups needing rides, the arrangement and booking of transportation, electronic messages, social networking services and profiles  IC 38: Telecommunications services, namely, routing calls, messages, and pushnotifications to transportation providers and riders.	Published

: Dabble Apps, LLC: 86/269,713: September 30, 2014: AIRLYFT Applicant Serial No. Published

Mark

	Lyft, i	NCPSILMFITTERADBMARKS	
MARK	APP.#	· GOODS/SHRVICES	STATUS
		IC 39: Transportation of passengers by motorized vehicle; Transportation of passengers by vehicle through a network of transportation providers.	
LYFT (Stylized)	86/183,253	IC 35: Business services, namely, providing an online network for contractors to receive leads and opportunities by means of an online marketplace for the purpose of developing business in the transportation industry; Providing a website featuring an online marketplace for exchanging services with other users; online retail store services featuring clothing, footwear, headware, jewelry, accessories, toys, pillows, games, paper products, pencils, pens, stickers, cards, notebooks, wrapping paper, stationary, vehicle accessories, all of the foregoing retail services excluding work clothing, work footwear, protective garments, safety garments, and accessories of the kind sold at online do-it-yourself stores, online construction equipment and supply stores, online industrial work wear stores, and online industrial work wear departments	Pending
LYFT	86/183,222	IC 35: Business services, namely, providing an online network for contractors to receive leads and opportunities by means of an online marketplace for the purpose of developing business in the transportation industry; Providing a website featuring an online marketplace for exchanging services with other users; online retail store services featuring clothing, footwear, headware, jewelry, accessories, toys, pillows, games, paper products, pencils, pens, stickers, cards, notebooks, wrapping paper, stationary, vehicle accessories, all of the foregoing retail services excluding work clothing, work footwear, protective garments, safety garments, and accessories of the kind sold at online do-it-yourself stores, online	Pending

 Dabble Apps, LLC
 86/269,713
 September 30, 2014
 AIRLYFT Applicant Serial No. Published

Mark

	LYFT, I	NC:SILMFITTRANDEMARKS	12.16
MARK	APP.#	GOODS/SERVICES	STATUS
		construction equipment and supply stores,	
		online industrial work wear stores, and online	
		industrial work wear departments	
LYFT (Stylized)	86/183,251	IC 16: Art made of paper; 3D decals for use	Pending
_		on any surface; Address books; Address	
		books and diaries; Address labels; Address	
UF		plates; Address stamps; Adhesive labels;	
		Adhesive notepads; Adhesives for stationery	
		or household purposes; Agendas; Airbrush	
		make-up stencils; Albums for art, stickers,	
		and scrapbook items in the fields of	
		entertainment, decor, history, people, places,	
	!	fashion; Announcement cards; Appointment	
		books; Art and photograph portfolio cases;	
		Art etchings; Art paper; Art pictures; Art	
		prints; Art prints on canvas; Artists' brushes;	
		Artists' pastels; Artists' pencils; Artists' pens;	
		Artists' watercolor saucers; Arts and craft clay	
		kits; Atlases; Autograph books; Ballpoint	
		pens; Binder clips; Binders; Birthday books;	
		Blackboard erasers; Blackboards; Blank	
		cards; Blank journals; Blank note cards; Blank paper notebooks; Blank writing	
		journals; Book marks; Bubble pens; Bumper	
		stickers; Calendars and diaries; Cardboard	
		boxes; Cardboard containers; Cardboard hang	
		tags; Cards bearing universal greetings; Chalk	
		and chalkboards; Checkbook and passbook	
		wallets; Checkbook covers; Christmas cards;	
		Clip boards; Coasters of paper; Coffee table	
		books featuring art, entertainment, decor,	
		history, people, places, fashion; Color pencils;	
		Color prints; Coloring books; Correspondence	
		cards; Decals; Framed art pictures; Framed art	
		prints; Gift bags; Gift boxes; Gift wrapping	
		paper; Greetings cards and postcards; Holiday	
		cards; Ink pens; Money clips; Mounted and	
		unmounted photographs; Mounted posters;	
		Note paper; Notebook paper; Notebooks;	
		Notepads; Paper bags; Postcards; Posters;	
		Presentation folders; Printed calendars; Prints;	
		Push pins; Rubber stamps; Scrapbook albums;	

: Dabble Apps, LLC: 86/269,713: September 30, 2014: AIRLYFT Applicant Serial No. Published

Mark

LAYETE	NGS LYFT TRADEMARKS	
MARK APP.#	@OODS/SERVICES	STATUS
periesmentales :	Scrapbook pages; Sealing stamps; Stationery;	(ga
	Stationery boxes; Stencils for decorating;	
	Stickers; Temporary tattoos; Tissue paper	
	IC 25: Clothing, namely shirts, T-shirts,	
	sweatshirts, sweaters, tops, pants, shorts,	
	skirts, dresses, shrugs, blazers, suits;	
	outerwear, namely, wind jackets, hooded	
	sweatshirts, outer jackets, top coats, and	
	overcoats; jackets, vests, coats, neckwear,	
	ties, scarves; sportswear, namely, sport coats,	
	track suits, yoga pants, lounge pants, fleece	
	pants, garments, lingerie, hosiery, belts,	
	gloves, suspenders, pajamas, robes sports	
	jackets, shorts, tank tops, and athletic shoes;	
	sweatbands, wristbands, rainwear, skiwear,	
	surf wear, swim wear, underwear, under,	
	slippers, socks, pocket squares; children's	
	clothing, namely, shirts, T-shirts, sweatshirts,	
	sweaters, tops, pants, shorts, skirts, dresses,	
	outer wear namely wind jackets, outer jackets,	
	top coats, and overcoats; jackets, vests, coats;	
	sportswear, namely track suits, fleece pants,	
	shorts tank tops, and athletic shoes; rainwear,	
	skiwear, surf wear, swim wear, underwear,	
	under garments, belts, gloves, suspenders,	
	pajamas, robes, slippers, socks, pocket	
	squares; baby bibs not of paper, cloth bibs,	
	plastic baby bibs, infant wear; Footwear;	
	Headwear, namely, hats, caps, and hoods; all	
	of the foregoing excluding work clothing,	
	work footwear, protective garments, and	
	safety garments, and all of the foregoing not	
İ	to be sold at do-it-yourself stores,	
	construction equipment and supply stores,	
	industrial work wear stores, and industrial	
	work wear departments	
	IC 28: Toys, namely plush toys, stuffed toys,	
	action figures and accessories therefor,	
	molded toy figures, play figures, balls for	
	games, balls for sports, beach balls, play balls,	
	games, bans for sports, beach bans, play bans,	

: Dabble Apps, LLC: 86/269,713: September 30, 2014: AIRLYFT Applicant Serial No. Published

Mark

	LYFEI	NCPSILMET TRADEMARKS	
MARK	APP.#	GOODS/SERVICES	STATUS
		stress relief exercise balls and toys, bath toys,	
		bendable toys, dolls, doll clothing, bobble	
		head dolls, dice, infant toys, inflatable toys,	
		kites, manipulative games, manipulative	
		puzzles, toy vehicles, mechanical toys, wind-	
		up toys, party favors in the nature of small	
		toys, pet toys, water toys, yo-yos; gaming	
		equipment, namely, bags specially adapted for	
		video game consoles and video game	
		consoles, handheld game consoles, computer	
		game consoles for use with an external	
		display screen or monitor, face plates for	
		video game consoles for use with external	
		monitors, and protective covers and fitted	
		plastic films known as skins, both for	
		covering and protecting electronic gaming	
		apparatus, namely, video game consoles and	
		hand-held video game units; sports	
		equipment, namely, bags and cases specially	
		adapted for sports equipment	
LYFT	86/183,210	IC 16: Art made of paper; 3D decals for use	Pending
		on any surface; Address books; Address	
		books and diaries; Address labels; Address	
		plates; Address stamps; Adhesive labels;	
		Adhesive notepads; Adhesives for stationery	
		or household purposes; Agendas; Airbrush	
		make-up stencils; Albums for art, stickers,	
	!	and scrapbook items in the fields of	
		entertainment, decor, history, people, places,	
		fashion; Announcement cards; Appointment	
		books; Art and photograph portfolio cases;	
		Art etchings; Art paper; Art pictures; Art	
		prints; Art prints on canvas; Artists' brushes;	
		Artists' pastels; Artists' pencils; Artists' pens;	
		Artists' watercolor saucers; Arts and craft clay	
		kits; Atlases; Autograph books; Ballpoint	
		pens; Binder clips; Binders; Birthday books;	
		Blackboard erasers; Blackboards; Blank cards; Blank journals; Blank note cards;	
		Blank paper notebooks; Blank writing	
		journals; Book marks; Bubble pens; Bumper	
		stickers; Calendars and diaries; Cardboard	
		suckers, Calchars and diaries; Cardoard	l

 Dabble Apps, LLC
 86/269,713
 September 30, 2014
 AIRLYFT
 8 Applicant Serial No. Published

Mark

Page

TAYAPT CAT	NC: SLYFT TERADEMARKS	
MARK APP.#		STATUS
Management Company (1997)	boxes; Cardboard containers; Cardboard hang	INCOM.
	tags; Cards bearing universal greetings; Chalk	
	and chalkboards; Checkbook and passbook	
	wallets; Checkbook covers; Christmas cards;	
	Clip boards; Coasters of paper; Coffee table	
	books featuring art, entertainment, decor,	
	history, people, places, fashion; Color pencils;	
	Color prints; Coloring books; Correspondence	
	cards; Decals; Framed art pictures; Framed art	
	prints; Gift bags; Gift boxes; Gift wrapping	
	paper; Greetings cards and postcards; Holiday	
	cards; Ink pens; Money clips; Mounted and	
	unmounted photographs; Mounted posters;	
	Note paper; Notebook paper; Notebooks;	
	Notepads; Paper bags; Postcards; Posters;	
	Presentation folders; Printed calendars; Prints;	
	Push pins; Rubber stamps; Scrapbook albums;	
	Scrapbook pages; Sealing stamps; Stationery;	
	Stationery boxes; Stencils for decorating;	
	Stickers; Temporary tattoos; Tissue paper	
	IC 25: Clothing, namely shirts, T-shirts,	
	sweatshirts, sweaters, tops, pants, shorts,	
	skirts, dresses, shrugs, blazers, suits;	
	outerwear, namely, wind jackets, hooded	
	sweatshirts, outer jackets, top coats, and	
	overcoats; jackets, vests, coats, neckwear,	
	ties, scarves; sportswear, namely, sport coats,	
	track suits, yoga pants, lounge pants, fleece	
	pants, sports jackets, shorts, tank tops, and	
	athletic shoes; sweatbands, wristbands,	
	rainwear, skiwear, surf wear, swim wear,	:
	underwear, under garments, lingerie, hosiery,	
	belts, gloves, suspenders, pajamas, robes,	
	slippers, socks, pocket squares; children's	
	clothing, namely, shirts, T-shirts, sweatshirts,	
	sweaters, tops, pants, shorts, skirts, dresses,	
	outer wear namely wind jackets, outer jackets,	[
	top coats, and overcoats; jackets, vests, coats;	
	sportswear, namely track suits, fleece pants,	
	shorts tank tops, and athletic shoes; rainwear,	
	skiwear, surf wear, swim wear, underwear,	

Applicant : Dabble Apps, LLC
Serial No. : 86/269,713
Published : September 30, 2014
Mark : AIRLYFT

Page

: 9

IMELI	NCSIAMITTERADIMARKS	
MARK APPa#		MINS
AVITOW AVITOW	under garments, belts, gloves, suspenders,	ונפוטוי
	pajamas, robes, slippers, socks, pocket	
	squares; baby bibs not of paper, cloth bibs,	
	plastic baby bibs, infant wear; Footwear;	1
	Headwear, namely, hats, caps, and hoods; all	
	of the foregoing excluding work clothing,	
	work footwear, protective garments, and	
	safety garments, and all of the foregoing not	
	to be sold at do-it-yourself stores,	
	construction equipment and supply stores,	
	industrial work wear stores, and industrial	
	work wear departments	
	Work wom dopmanous	
	IC 28: Toys, namely plush toys, stuffed toys,	
	action figures and accessories therefor,	
	molded toy figures, play figures, balls for	
	games, balls for sports, beach balls, play balls,	
	stress relief exercise balls and toys, bath toys,	
	bendable toys, dolls, doll clothing, bobble	
	head dolls, dice, infant toys, inflatable toys,	
	kites, manipulative games, manipulative	
	puzzles, toy vehicles, mechanical toys, wind-	
	up toys, party favors in the nature of small	
	toys, pet toys, water toys, yo-yos; gaming	
	equipment, namely, bags specially adapted for	
	video game consoles and video game	
	consoles, handheld game consoles, computer	
	game consoles for use with an external	
	display screen or monitor, face plates for	
	video game consoles for use with external	
	monitors, and protective covers and fitted	
	plastic films known as skins, both for	
	covering and protecting electronic gaming	
	apparatus, namely, video game consoles and	
	hand-held video game units; sports	
	equipment, namely, bags and cases specially	
	adapted for sports equipment	

True and correct copies of the TESS status pages for each of these seven applications are attached hereto as Exhibit A.

Applicant

: Dabble Apps, LLC

Serial No.

: 86/269,713

Published

: September 30, 2014

Mark Page : AIRLYFT

: 10

**Applicant and Its Pending Application** 

7. Applicant seeks to register the word and design mark AIRLYFT in connection with air transportation in International Class 39. Applicant operates a business under the name "AirLyft." Upon on information and belief, Applicant selected the AIRLYFT Mark with knowledge of Opposer's LYFT Mark and with the intent to lead consumers to believe that Opposer is the source or sponsor of Applicant's services.

- 8. Applicant's services offered under AIRLYFT overlap with and/or mimic the Lyft Services in a number of ways. Applicant's website, <a href="www.airlyft.com">www.airlyft.com</a>, describes the services offered under the AIRLYFT Mark as "pair[ing] private pilots who have extra seats with friends of other pilots who want to hitch a ride." According to the <a href="www.airlyft.com">www.airlyft.com</a> website, AirLyft members can book rides on private aircraft with seats that would otherwise go empty by downloading a mobile application and searching for available seats. On information and belief, once a flight is completed, the user is then asked for a donation, which can be adjusted by the passenger.
- 9. The similarities between AirLyft's service and the Lyft Services are further highlighted by Applicant's tagline, which appears immediately under the AirLyft logo: "imagine carpooling in the skies .

  .." Applicant has also used the LYFT Mark as a hashtag on social media sites ("#lyft") as well as the hashtag "#uberoftheskies." And large portions of the AirLyft terms of service have been directly copied from Opposer's terms of service.
- 10. Applicant's use of the confusingly similar AIRLYFT Mark in connection with a service that is highly similar to the Lyft Services is likely to cause consumers to believe that Applicant's services are provided by Opposer, or that Opposer has sponsored or approved of Applicant's services.

<sup>&</sup>lt;sup>1</sup> Applicant has also applied to register the word mark AIRLYFT for use with air transportation in International Class 39 (Serial No. 86/256,931). This application has not yet been published for opposition.

Applicant

: Dabble Apps, LLC

Serial No.

: 86/269,713

Published

: September 30, 2014

Mark

: AIRLYFT

Page:

11. On October 10, 2014, Opposer sent Applicant a letter demanding that Applicant abandon the AIRLYFT Application and cease use of the AIRLYFT Mark. Applicant has not responded to this letter or withdrawn the AIRLYFT Application, necessitating this Opposition.

### **Ground for Opposition: Likelihood of Confusion**

- 12. The mark AIRLYFT is substantially similar to Opposer's LYFT Mark, and incorporates Opposer's LYFT Mark in its entirety.
- 13. The high degree of similarity between Opposer's LYFT Mark and Applicant's AIRLYFT Mark and the use and planned use of the respective marks is likely to cause confusion, mistake, or deception as to the source, origin, sponsorship or approval of Applicant's services, and is likely to suggest an affiliation, connection or association between Opposer and Applicant and their respective services.
- 14. Registration of the mark depicted in the Application will injure Opposer by causing the public to be confused or misled into believing that the services provided by Applicant are endorsed or sponsored by Opposer. Opposer has no control over the nature and quality of the services offered or to be offered by Applicant under the AIRLYFT Mark, and Opposer's reputation and goodwill will be damaged and the value of the LYFT Mark jeopardized, all to Opposer's detriment. Any defect, objection or fault found with Applicant's services marketed under the AIRLYFT name would necessarily reflect upon and injure the reputation that Opposer has established in connection with the LYFT Mark.
- 15. Registration of the mark herein opposed will damage Opposer because Applicant's mark is likely, when used on or in connection with the services described in the AIRLYFT Application, to cause confusion, or to cause mistake or to deceive. Thus Applicant's AIRLYFT Mark is unregistrable under 15 U.S.C. §§1052 and 1125, and should be refused registration.

Applicant : Dabble Apps, LLC Serial No. : 86/269,713

Published : September 30, 2014 Mark : AIRLYFT

Mark : AIRLYFT Page : 12

WHEREFORE, Opposer prays that this Opposition be sustained, and that Application Serial

No.86/269,713 be refused.

Respectfully submitted,

Date: January 28, 2015 /Holly Pranger/

Holly Pranger Pranger Law Group 3223 Webster St.

San Francisco, CA 94123

(415) 855-9800

hpranger@prangerlaw.com Attorney for Opposer

#### **CERTIFICATE OF SERVICE**

The undersigned hereby certifies that a copy of the foregoing **NOTICE OF OPPOSITION** has this 28th day of January, 2015 been sent by prepaid first class mail to the below-identified domestic representative at his place of business:

Mark R. Malek Zies Widerman & Malek 1990 W. New Have Ave. STE 201 Melbourne, FL 32904-3923

/Holly Pranger/	

# **EXHIBIT A**



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# Trademarks > Trademark Electronic Search System (TESS)

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Воттом

Logout Please logout when you are done to release system resources allocated for you.

# Record 1 out of 1

**TSDR** 

**ASSIGN Status** 

**TTAB Status** 

( Use the "Back" button of the Internet Browser to return

to TESS)

# LYFT

Word Mark LYFT

**Services** 

Goods and IC 009. US 021 023 026 036 038. G & S: Computer software for coordinating transportation services, namely, software for electronic message alerts featuring leads, optimal matches, and matching posts for services, scheduling, namely, connecting transportation providers with individuals and groups needing rides, the arrangement and booking of transportation, the sending and receiving of electronic messages, engaging in social networking and creating profiles. FIRST USE: 20120530. FIRST USE IN COMMERCE: 20120530

> IC 038, US 100 101 104, G & S: Telecommunications services, namely, routing calls, messages, and pushnotifications to transportation providers and riders. FIRST USE: 20120530. FIRST USE IN COMMERCE: 20120530

Standard Characters

Claimed

Mark Drawing

(4) STANDARD CHARACTER MARK

Code Serial

85743120 Number

Filing Date October 1, 2012

Current **Basis** 

**1A** 

**Original** Filing Basis

1A

**Published** 

for December 2, 2014

Opposition

**Owner** 

(APPLICANT) LYFT, INC. CORPORATION DELAWARE 548 MARKET STREET #68514 SAN FRANCISCO

**CALIFORNIA 94104** 

Recorded

Assignment ASSIGNMENT RECORDED

Attorney of

Record

Holly Pranger

Type of Mark

TRADEMARK. SERVICE MARK

Register

PRINCIPAL-2(F)

Live/Dead

Indicator

LIVE

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TSDR

**ASSIGN Status** 

**TTAB Status** 

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to TESS)

# LYFT

**Word Mark** 

**LYFT** 

Goods and Services

IC 039. US 100 105. G & S: Transportation of passengers by motorized vehicle; Transportation of passengers

by vehicle through a network of transportation providers. FIRST USE: 20120530. FIRST USE IN

COMMERCE: 20120530

**Standard** Characters

Claimed

Mark Drawing (4) STANDARD CHARACTER MARK

Code Serial

Number

86183891

Filing Date

February 4, 2014

**Current Basis 1A** 

Original

Filing Basis

**Published for Opposition** 

December 23, 2014

**Owner** 

(APPLICANT) Lyft, Inc. CORPORATION DELAWARE 548 Market Street, #68514 San Francisco CALIFORNIA

94104

Record

Attorney of

Holly Pranger

Type of Mark SERVICE MARK

Register

PRINCIPAL-2(F)

Live/Dead Indicator

LIVE

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**TSDR** 

**ASSIGN Status** 

TTAB Status

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Word Mark LYFT

Services

Goods and IC 009, US 021 023 026 036 038, G & S: Computer software for coordinating transportation services, namely, software for electronic message alerts featuring leads, optimal matches, and matching posts for services, scheduling, namely, connecting transportation providers with individuals and groups needing rides, the arrangement and booking of transportation, electronic messages, social networking services and profiles. FIRST USE: 20120530. FIRST USE IN COMMERCE: 20120530

> IC 038. US 100 101 104. G & S: Telecommunications services, namely, routing calls, messages, and pushnotifications to transportation providers and riders. FIRST USE: 20120530. FIRST USE IN COMMERCE: 20120530

IC 039. US 100 105. G & S: Transportation of passengers by motorized vehicle; Transportation of passengers by vehicle through a network of transportation providers. FIRST USE: 20120530. FIRST USE IN COMMERCE: 20120530

Mark **Drawing** Code

(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number

86183906

Filing Date February 4, 2014

Current **Basis** 

**1A** 

Original

**Filina** 

**1A** 

**Published** 

**Basis** 

for **December 23, 2014**  **Opposition** 

**Owner** (APPLICANT) Lyft, Inc. CORPORATION DELAWARE 548 Market Street, #68514 San Francisco CALIFORNIA

94104

Attorney of

Record

Holly Pranger

Description Color is not claimed as a feature of the mark. The mark consists of the word "lyft" in lower case letters.

Type of Mark

TRADEMARK. SERVICE MARK

Register

PRINCIPAL-2(F)

Live/Dead Indicator

LIVE

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Top

HELP

| HOME | SITE INDEX | SEARCH | eBUSINESS | HELP | PRIVACY POLICY



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**ASSIGN Status** 

**TTAB Status** 

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Word Mark LYFT

Services

Goods and IC 035. US 100 101 102. G & S: Business services, namely, providing an online network for contractors to receive leads and opportunities by means of an online marketplace for the purpose of developing business in the transportation industry; Providing a website featuring an online marketplace for exchanging services with other users; online retail store services featuring clothing, footwear, headware, jewelry, accessories, toys. pillows. games, paper products, pencils, pens, stickers, cards, notebooks, wrapping paper, stationary, vehicle accessories, all of the foregoing retail services excluding work clothing, work footwear, protective garments, safety garments, and accessories of the kind sold at online do-it-yourself stores, online construction equipment and supply stores, online industrial work wear stores, and online industrial work wear departments

Mark

Drawing Code

(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial

86183253

Number

Filing Date February 3, 2014

Current **Basis** 

**1B** 

Original Filing

**1B** 

**Basis** 

Owner

(APPLICANT) Lyft, Inc. CORPORATION DELAWARE 548 Market Street, #68514 San Francisco CALIFORNIA

94104

Attorney of Record

Holly Pranger

of Mark

**Description** The mark consists of the word "lyft" in lower case letters.

Type of

**SERVICE MARK** 

Mark Register

**PRINCIPAL** 

Live/Dead Indicator

LIVE

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**TSDR** 

**ASSIGN Status** 

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# LYFT

Word Mark LYFT

Services

Goods and IC 035. US 100 101 102. G & S: Business services, namely, providing an online network for contractors to receive leads and opportunities by means of an online marketplace for the purpose of developing business in the transportation industry; Providing a website featuring an online marketplace for exchanging services with other users: online retail store services featuring clothing, footwear, headware, jewelry, accessories, toys, pillows, games, paper products, pencils, pens, stickers, cards, notebooks, wrapping paper, stationary, vehicle accessories, all of the foregoing retail services excluding work clothing, work footwear, protective garments, safety garments, and accessories of the kind sold at online do-it-yourself stores, online construction equipment and supply stores, online industrial work wear stores, and online industrial work wear departments

Standard Characters Claimed

Mark

Drawing

(4) STANDARD CHARACTER MARK

Code

Serial

86183222

Number

Filing Date February 3, 2014

Current

**1B** 

**Basis** 

**Original** 

Filing

**1B** 

**Basis** Owner

(APPLICANT) Lyft, Inc. CORPORATION DELAWARE 548 Market Street, #68514 San Francisco CALIFORNIA

94104

Attorney

of Record Holly Pranger

Type of Mark

**SERVICE MARK** 

Register

**PRINCIPAL** 

Live/Dead Indicator

LIVE

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Top

HELP

| HOME | SITE INDEX | SEARCH | eBUSINESS | HELP | PRIVACY POLICY



Home Site Index Search FAQ Glossary Guides Contacts eBusiness eBiz alerts News Help

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Word Mark LYFT

Services

Goods and IC 016. US 002 005 022 023 029 037 038 050. G & S: Art made of paper; 3D decals for use on any surface; Address books; Address books and diaries; Address labels; Address plates; Address stamps; Adhesive labels; Adhesive notepads; Adhesives for stationery or household purposes; Agendas; Airbrush make-up stencils; Albums for art, stickers, and scrapbook items in the fields of entertainment, decor, history, people, places, fashion: Announcement cards; Appointment books; Art and photograph portfolio cases; Art etchings; Art paper; Art pictures; Art prints; Art prints on canvas; Artists' brushes; Artists' pastels; Artists' pencils; Artists' pens; Artists' watercolor saucers; Arts and craft clay kits; Atlases; Autograph books; Ballpoint pens; Binder clips; Binders; Birthday books; Blackboard erasers; Blackboards; Blank cards; Blank journals; Blank note cards; Blank paper notebooks; Blank writing journals; Book marks; Bubble pens; Bumper stickers; Calendars and diaries; Cardboard boxes: Cardboard containers; Cardboard hang tags; Cards bearing universal greetings; Chalk and chalkboards; Checkbook and passbook wallets; Checkbook covers; Christmas cards; Clip boards; Coasters of paper; Coffee table books featuring art, entertainment, decor, history, people, places, fashion; Color pencils; Color prints; Coloring books; Correspondence cards; Decals; Framed art pictures; Framed art prints; Gift bags; Gift boxes; Gift wrapping paper; Greetings cards and postcards; Holiday cards; Ink pens; Money clips; Mounted and unmounted photographs; Mounted posters; Note paper; Notebook paper; Notebooks; Notepads; Paper bags; Postcards; Posters; Presentation folders; Printed calendars; Prints; Push pins; Rubber stamps; Scrapbook albums; Scrapbook pages; Sealing stamps; Stationery; Stationery boxes; Stencils for decorating; Stickers; Temporary tattoos; Tissue paper

> IC 025. US 022 039. G & S: Clothing, namely shirts, T-shirts, sweatshirts, sweaters, tops, pants, shorts, skirts, dresses, shrugs, blazers, suits; outerwear, namely, wind jackets, hooded sweatshirts, outer jackets, top coats, and overcoats; jackets, vests, coats, neckwear, ties, scarves; sportswear, namely, sport coats, track suits, yoga pants, lounge pants, fleece pants, sports jackets, shorts, tank tops, and athletic shoes; sweatbands, wristbands, rainwear, skiwear, surf wear, swim wear, underwear, under garments, lingerie, hosiery, belts, gloves, suspenders, pajamas, robes, slippers, socks, pocket squares; children's clothing, namely, shirts, T-shirts, sweatshirts, sweaters, tops, pants, shorts, skirts, dresses, outer wear namely wind jackets, outer jackets, top coats, and overcoats; jackets, vests, coats; sportswear, namely track suits, fleece pants, shorts tank tops, and athletic shoes; rainwear, skiwear, surf wear, swim wear, underwear, under garments, belts, gloves, suspenders,

pajamas, robes, slippers, socks, pocket squares; baby bibs not of paper, cloth bibs, plastic baby bibs, infant wear; Footwear; Headwear, namely, hats, caps, and hoods; all of the foregoing excluding work clothing, work footwear, protective garments, and safety garments, and all of the foregoing not to be sold at do-it-yourself stores, construction equipment and supply stores, industrial work wear stores, and industrial work wear departments

IC 028. US 022 023 038 050. G & S: Toys, namely plush toys, stuffed toys, action figures and accessories therefor, molded toy figures, play figures, balls for games, balls for sports, beach balls, play balls, stress relief exercise balls and toys, bath toys, bendable toys, dolls, doll clothing, bobble head dolls, dice, infant toys, inflatable toys, kites, manipulative games, manipulative puzzles, toy vehicles, mechanical toys, wind-up toys, party favors in the nature of small toys, pet toys, water toys, yo-yos; gaming equipment, namely, bags specially adapted for video game consoles and video game consoles, handheld game consoles, computer game consoles for use with an external display screen or monitor, face plates for video game consoles for use with external monitors, and protective covers and fitted plastic films known as skins, both for covering and protecting electronic gaming apparatus, namely, video game consoles and hand-held video game units; sports equipment, namely, bags and cases specially adapted for sports equipment

Mark Drawing

(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial

Code

86183251 Number

Filing Date February 3, 2014

Current **Basis** 

**1B** 

Original

**Filing Basis** 

**1B** 

**Owner** 

(APPLICANT) Lyft, Inc. CORPORATION DELAWARE 548 Market Street, #68514 San Francisco CALIFORNIA

94104

Attorney of Holly Pranger

Record

of Mark

**Description** The mark consists of the word "lyft" in lower case letters.

Type of

Mark

TRADEMARK

Register

**PRINCIPAL** 

Live/Dead

LIVE Indicator

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to TESS)

# LYFT

#### Word Mark LYFT

Goods and IC 016. US 002 005 022 023 029 037 038 050. G & S: Art made of paper; 3D decals for use on any surface; Address books; Address books and diaries; Address labels; Address plates; Address stamps; Adhesive labels; Services Adhesive notepads; Adhesives for stationery or household purposes; Agendas; Airbrush make-up stencils: Albums for art, stickers, and scrapbook items in the fields of entertainment, decor, history, people, places. fashion; Announcement cards; Appointment books; Art and photograph portfolio cases; Art etchings; Art paper; Art pictures; Art prints; Art prints on canvas; Artists' brushes; Artists' pastels; Artists' pencils; Artists' pens; Artists' watercolor saucers: Arts and craft clay kits; Atlases; Autograph books; Ballpoint pens; Binder clips; Binders; Birthday books; Blackboard erasers; Blackboards; Blank cards; Blank journals; Blank note cards; Blank paper notebooks; Blank writing journals; Book marks; Bubble pens; Bumper stickers; Calendars and diaries: Cardboard boxes; Cardboard containers; Cardboard hang tags; Cards bearing universal greetings; Chalk and chalkboards; Checkbook and passbook wallets; Checkbook covers; Christmas cards; Clip boards; Coasters of paper; Coffee table books featuring art, entertainment, decor, history, people, places, fashion; Color pencils; Color prints; Coloring books; Correspondence cards; Decals; Framed art pictures; Framed art prints; Gift bags; Gift boxes; Gift wrapping paper; Greetings cards and postcards; Holiday cards; Ink pens; Money clips; Mounted and unmounted photographs; Mounted posters; Note paper; Notebook paper; Notebooks; Notepads; Paper bags; Postcards; Posters; Presentation folders; Printed calendars; Prints; Push pins; Rubber stamps; Scrapbook albums; Scrapbook pages; Sealing stamps; Stationery; Stationery boxes; Stencils for decorating; Stickers; Temporary

IC 025. US 022 039. G & S: Clothing, namely shirts, T-shirts, sweatshirts, sweaters, tops, pants, shorts, skirts, dresses, shrugs, blazers, suits; outerwear, namely, wind jackets, hooded sweatshirts, outer jackets, top coats, and overcoats; jackets, vests, coats, neckwear, ties, scarves; sportswear, namely, sport coats, track suits, yoga pants, lounge pants, fleece pants, sports jackets, shorts, tank tops, and athletic shoes; sweatbands, wristbands, rainwear, skiwear, surf wear, swim wear, underwear, under garments, lingerie, hosiery, belts, gloves, suspenders, pajamas, robes, slippers, socks, pocket squares; children's clothing, namely, shirts, T-shirts, sweatshirts, sweaters, tops, pants, shorts, skirts, dresses, outer wear namely wind jackets, outer jackets, top coats, and overcoats; jackets, vests, coats; sportswear, namely track suits, fleece pants, shorts tank tops, and athletic shoes; rainwear, skiwear, surf wear, swim wear, underwear, under garments, belts, gloves, suspenders, pajamas,

tattoos; Tissue paper

robes, slippers, socks, pocket squares; baby bibs not of paper, cloth bibs, plastic baby bibs, infant wear; Footwear, Headwear, namely, hats, caps, and hoods; all of the foregoing excluding work clothing, work footwear, protective garments, and safety garments, and all of the foregoing not to be sold at do-it-yourself stores, construction equipment and supply stores, industrial work wear stores, and industrial work wear departments

IC 028. US 022 023 038 050. G & S: Toys, namely plush toys, stuffed toys, action figures and accessories therefor, molded toy figures, play figures, balls for games, balls for sports, beach balls, play balls, stress relief exercise balls and toys, bath toys, bendable toys, dolls, doll clothing, bobble head dolls, dice, infant toys, inflatable toys, kites, manipulative games, manipulative puzzles, toy vehicles, mechanical toys, wind-up toys, party favors in the nature of small toys, pet toys, water toys, yo-yos; gaming equipment, namely, bags specially adapted for video game consoles and video game consoles, handheld game consoles, computer game consoles for use with an external display screen or monitor, face plates for video game consoles for use with external monitors, and protective covers and fitted plastic films known as skins, both for covering and protecting electronic gaming apparatus, namely, video game consoles and hand-held video game units; sports equipment, namely, bags and cases specially adapted for sports equipment

Standard Characters Claimed

Mark Drawing

(4) STANDARD CHARACTER MARK

Code Serial

86183210 Number

Filing Date February 3, 2014

Current **Basis** 

**1B** 

Original

**Filing** 1B

**Basis** 

(APPLICANT) Lyft, Inc. CORPORATION DELAWARE 548 Market Street, #68514 San Francisco CALIFORNIA Owner

94104

Attorney of Record

Holly Pranger

Type of

**TRADEMARK** 

Mark Register

**PRINCIPAL** 

Live/Dead Indicator

LIVE

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